What is SPIT TOBACCO?

- Loose leaf chewing tobacco
- Plug chewing tobacco
- Dry snuff
- Moist snuff
- Fine cut tobacco

Who Uses Spit Tobacco?

- Nearly one in five high school males in the United States use spit tobacco; some states report higher usage.

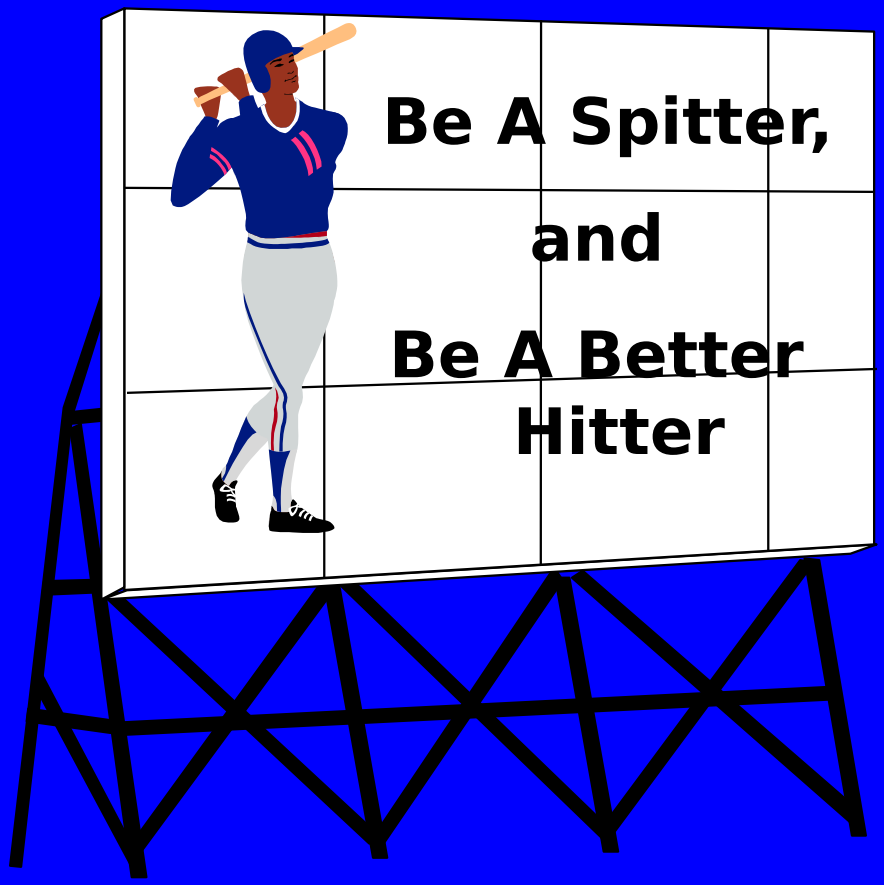
Facts About Spit Tobacco

- Smokeless (spit) tobacco is marketed to young people through sports and athletic events
- Use is rising among young males
- Spit tobacco causes disease, including mouth cancer and nicotine addiction
- Users *can* successfully quit

Why Spit Tobacco Use is Increasing

- Increased smoking restriction in schools and public places, including worksite
- Positive macho image of spit tobacco use in advertising campaigns
- Introduction of milder and sweeter brands
- The suggestion that spit tobacco improves overall athletic performance

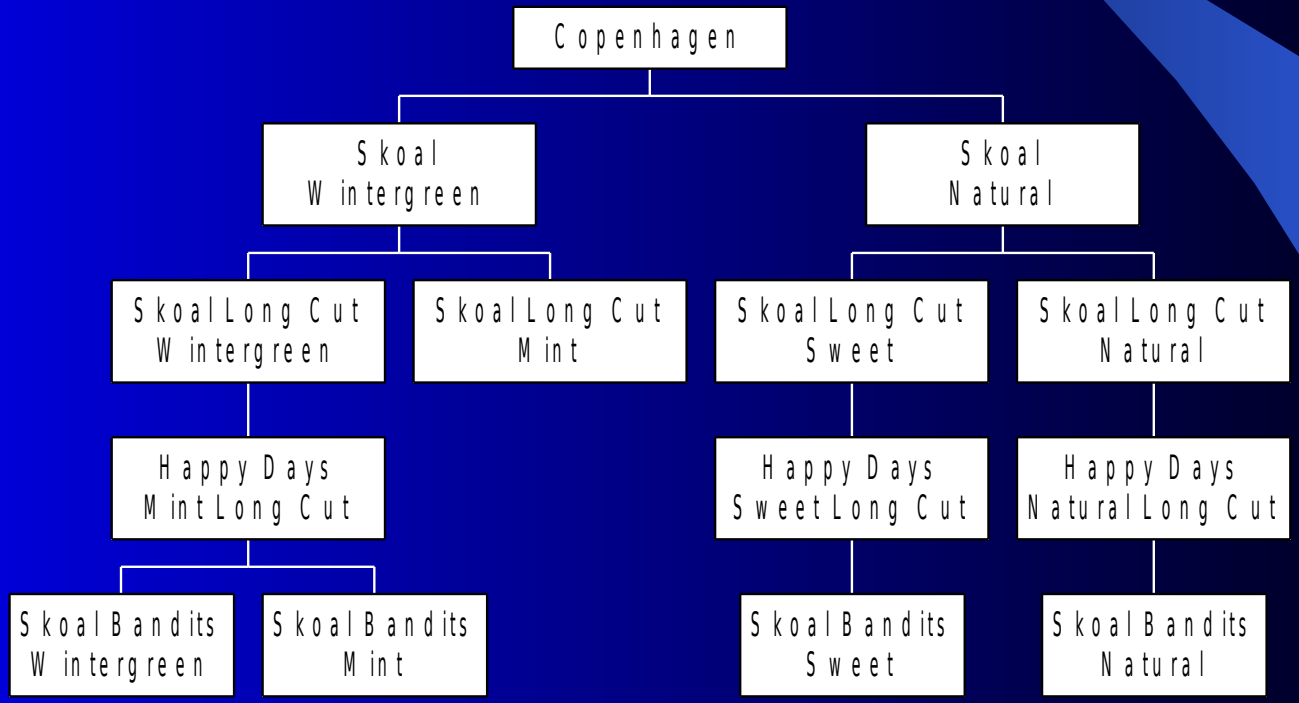
How They Hook You



- Positive image
- Graduation method
- Advertising

Spit Tobacco Graduation Theory

Graduation Theory--Begin at the bottom of the chart

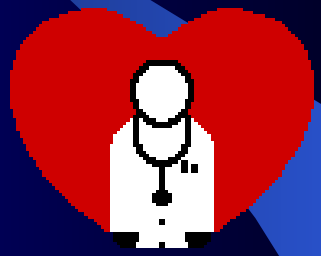


Methods of Marketing Spit Tobacco to Youth

- Techniques that appeal to the "individual," "risk taker," "macho man," and "rugged"
- Offer "free" gifts
- Educate youth on how to use the product
- Offer gear and coupons
- Advertise spit tobacco as a safe alternative to smoking

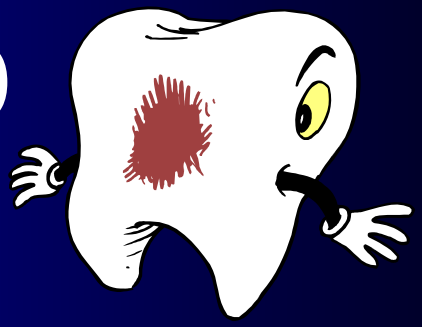
Health Consequences of Nicotine Exposure

- Increased heart rate
- Stroke
- High blood pressure
- Delayed wound healing
- Peptic ulcer disease
- Low birth weight babies and other reproductive disorders



Oral Health Effects of Spit Tobacco Usage

- Stained teeth
- Rough patches in the mouth (leukoplakia)
- Bad breath (halitosis)
- Receding gum line
- Oral cancer



Chemicals in Spit Tobacco

Do You Really Want to Put These in Your Mouth?

- Cadmium (car batteries)
- Polonium 210 (nuclear waste)
- Lead (banned from paint products)
- Formaldehyde (embalming fluid)
- Arsenic (rat poison)
- Cyanide (used in the gas chamber)
- Nitrosamines (potent cancer-causing agents)

Chemicals in Spit Tobacco
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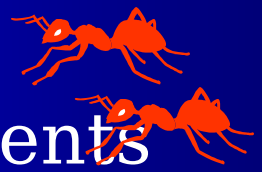
- Nickel
- Nicotine
- Pesticides
- Flavoring Agents
- Acetaldehyde
- Benzopyrene (cancer-causing)
- Hydrazine
- Uranium 235 and 238
- Over 30 metals



Are You Hooked on Chew?

- You have switched to a stronger brand
- You can’t go more than a few hours without it
- You have strong cravings when you try to quit
- You reach for a dip first thing in the morning